

The LANGUAGE of PERSUASION in POLITICS (50 minutes)

1. How did Aristotle define rhetoric?

.....

How did Plato define rhetoric?

.....

2. What are the denotation and the connotation of the word *spin-doctor*?

Denotation: someone who.....

Connotation:

3. Give an example of *textual* evaluation

4. What kind of evaluation is exemplified by President Bush’s statement: “Forty-one per cent of those 10 million [people who voted in the first Afghan elections] are women”?

.....

5. What is an *insider* word?.....

Give three examples of insider words from politics

.....

6. Do incumbent parties generally use *positive* or *negative* campaigning? Explain why

.....

.....

7. “How can [politician X] possibly be a socialist when he is so wealthy?” is an example of which kind of argument?

.....

“Let's just say that global warming deniers are now on a par with Holocaust deniers” is an example of which kind of argument?

.....

8. From the *Declaration of Independence*:

He is at this time transporting large armies of foreign mercenaries to compleat (sic) the works of death, desolation and tyranny ... scarcely paralleled in the most barbarous ages, and totally unworthy of the Head of a civilized nation.

Find the bicolon:

Find the tricolon:

From Dr Martin Luther King's speech *I Have a Dream*: '...the negro finds himself *an exile in his own land*' is an example of which rhetorical figure?

9. What is an oxymoron?

Give three examples of oxymorons used in politics from the book

.....

10. Fill in the following table:

<i>Metaphor</i>	<i>Target</i>	<i>Source</i>	<i>Grounds of the analogy?</i>	<i>Evaluation</i>
The long night of captivity				
Blair is Bush's poodle ¹				
L'azienda Italia				

¹ barboncino

11. Are the following excerpts anaphoric or cataphoric or do they do both?

a) Now the problem is that we're not thinking about it in very innovative ways. (Nye)

b) And by the way, mistrust was always very important for democracy. This is why you have checks and balances. (Krastev)

c) That's cool thing number one. Cool thing number two is [. . .] (Tandon)

12. Explain the difference between an *assertion* and a *presupposition* with examples of each

.....

13. Fill in the gaps in the following:

Satire uses laughter to It differs from simple criticism in making an

attack on its object Only individuals who possess can be satirized. Satire depends

on the comparison of two worlds, one and one It often uses

..... of a style of speaking or writing. Satire is not just funny but has a

14. Who was eligible to vote in the Scottish Referendum (underline the correct answer)?

a) People born in and resident in Scotland?

b) People resident in Scotland?

c) People born in Scotland and resident in the United Kingdom?

d) People born in Scotland and resident in the European Union?

15. What is meant by 'engendered evaluation' and give an example from the book.....

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Example: